CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Special Edition | TORONTO, AUGUST 8, 1951 | $3.00 Per Annum

Empire-Universal's 20th Anniversary

DOMINION EXHIBITORS SALUTE COMPANY ON ARRIVING AT ITS THIRD DECADE OF PROGRESS AND PROSPERITY

WHEN EMPIRE Films Limited came on the Canadian motion picture distribution scene in September, 1931, it had already obtained 70 features from four distinct sources in the United States, Great Britain and Europe. Today the same plenitude of product prevails, for Empire-Universal, as it was to become known in 1937, is recognized in the industry as the horn of plenty where the good things of the cinema world are concerned. Its ability to supply features on a scale unmatched by others is as traditional as the built-in basic box-office qualities in its films. From the first it has been Canada's largest exchange.

Canada was a sad place when the company was organized, for the depression was two years old, and for men to step forward with great strides to challenge it when others were reducing their

(Continued on Page 9)

A. W. PERRY
President and General Manager

PAUL L. NATHANSON
Vice-President

Empire UNIVERSAL FILMS LIMITED

A Special Edition in Honor of Empire-Universal

20th CENTURY THEATRES (16 Years old)
Congratulates
EMPIRE-UNIVERSAL FILMS (20 years old)

Congratulations to

EMPIRE-UNIVERSAL FILMS

LIMITED

on its

20th Anniversary

ASSOCIATED SCREEN NEWS

LIMITED

CANADA'S LEADING FILM LABORATORY

PRODUCERS OF THE *Canadian Cameo Series*

B. E. NORRISH M.Sc. M.E.I.C. PRESIDENT & MANAGING DIRECTOR

HEAD OFFICE, STUDIO AND LABORATORIES, MONTREAL, QUEBEC

Congratulations

to

Empire-Universal Films Ltd.

On its

20th Anniversary

From

ODEON THEATRES (CANADA) LTD.

Leonard W. Brockington
C.M.G., K.C.
PRESIDENT

David Griesdorf
GENERAL MANAGER

NATE J. BLUMBERG

Nate Blumberg is an important pillar on which rests most of the USA end of the busy bridge of inter-country friendship and co-operation created by Empire-Universal and its associates on the other side of the freest border in the world.

President of Universal since 1938, that appointment was preceded by several decades of theatre operation in various sections of the USA. From this solid background of experience on the street floor of show business he drew the judgment which leads his company year after year into making films with the largest possible acceptability by patrons.

J. Arthur Rank has often praised the U-I chief.

Canadian Film Weekly

Special Edition August 8, 1951

HYE BOSSIN, Managing Editor

Address all communications — The Managing Editor, Canadian Film Weekly, 175 Bloor Street East, Toronto, Canada.

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Nathanson

Although Paul Nathanson found himself in the Canadian motion picture industry as soon as he was old enough to want to know where he was at, he did not take his place in it for granted. Upper Canada College prepared him for the University of Toronto, where he became a Bachelor of Arts and went forth to find out the worth of what he had learned.

By adding application and intelligence to his training he eventually found himself more concerned with enterprises outside the industry than in it. He is the leading figure in several national retail organizations, besides being vice-president of Empire-Universal and the holder of other important interests in various motion picture industry enterprises both in this country and the USA.

During the recent national sales convention of Empire-Universal in Montreal Paul Nathanson was the guest of honor at a dinner which heard the Hon. Paul Martin, Minister of National Health and Welfare, as its chief guest speaker.

Perry

Anyone who has ever come within the sound of his voice will tell you that such inanimation as the photograph of Alf Perry shows is as rare with him as a bale of hay at an auto show. For Alf believes that a company with as much product as Empire-Universal has to keep 'em on the move —and the only way that can be accomplished is by keeping on the move yourself. He is a one-man force — a driving force, that is.

Alf got going in the game in 1916 with Universal in Toronto. In 1918 he joined Mutual Films, which was absorbed by Exhibitors Distributing Company, that company merging with Regal Films. From there he went to United Artists, then to Warner Bros., which took over Vitagraph. In 1931 he joined Empire Films, now Empire-Universal, and he is its president and general manager.

Under Alf Perry Empire-Universal has kept pace with our expanding industry and country.

GEORGE H. BEESTON

Secretary-Treasurer of Empire-Universal, George Beeston is known for his mild manner, unfailing geniality and constant courtesy. These attributes he has managed to retain in spite of the hurly-burly of our trade, which has altered the temperament of so many. So that George not only enjoys the respect of all for the ability so well appreciated by his associates—but wide regard as well.

Republic Meeting

An address by Herbert J. Yates, president of Republic Pictures Corp., was one of the highlights of the recent sales convention of the company in New York.

Nate Blumberg:

Along with many other friends of Empire-Universal, I want to add my heartiest congratulations and good wishes on the occasion of Empire-Universal's 20th Anniversary.

Having intimately observed the activities of this Company over the past 20 years, I can well understand that this is an anniversary truly meriting and warranting the attention that is being given to it by the motion picture industry of Canada.

Not only has this distributing company established an important role in the Canadian industry, but through its constructive and progressive methods has done much in developing a closer union between our two countries.

Much credit is due to Alf Perry and his fine organization for the organizational job that has been done. The growth of Empire-Universal is also significant because it parallels the growth of the motion picture business in Canada.

All of us at Universal who have been one of the beneficiaries of Empire-Universal's success hope that the next 20 years will see further growth and expansion of the industry's importance in Canada.

Let us at the same time hope that our mutual interests will continue to signify mutual understanding and mutual progress.

In sending these greetings I add a word to all our other friends in Canada whose co-operation has been so vital to the success of Empire-Universal.

Herbert Yates:

We in the Republic organization want to express our sincere good wishes to the Empire-Universal organization on the occasion of its 20th Anniversary. It is with gratification that I note business journal and trade paper reports indicating that the Canadian motion picture theatre business is on the increase, and that general conditions point to a very healthy industry future.

I want to thank all the exhibitors in Canada for their loyal support of Republic Pictures for many years, and to assure them that we will do our utmost to continue to cement this relationship in the future. Despite some adversities in the United States market, I feel confident that this coming Fall will mark and upturn which will give the motion picture industry here some measure of solidity and normalcy. Certainly Republic's production plans indicate the sincerity of that confidence, attested to by the list of productions already completed, in work, and scheduled.

I say with all sincerity that Canada—an important integral part of the motion picture industry—has contributed greatly to my confidence in a stable and prosperous future.

United
Amusement Corporation
MONTREAL

Greets

EMPIRE-UNIVERSAL FILMS

on its

20th ANNIVERSARY

Confederation
Amusements
MONTREAL

wishes

EMPIRE-UNIVERSAL

more and better
of the same
20 *GREAT YEARS*

Congratulations and best wishes to

Alf Perry &
Paul Nathanson

on the
occasion of the 20th Anniversary of
the formation of

Empire-Universal Films

THEATRE HOLDING CORPORATION LIMITED
Toronto

May
Empire-Universal Films
continue to go
Forward
with the same
Progress and Prosperity

CONSOLIDATED
THEATRES
LTD.
MONTREAL

NATHAN LOUIS NATHANSON

1886-1943

At the Montreal Dinner Which Honored Paul Nathanson

Gathered here are Wm. Singleton, manager of Associated Screen News; Gordon Dahn, Odeon Montreal chief; John Ganetakos, general manager of Confederation Amusements; W. Trow, manager of Quebec Cinema Service; Leo Choquette, well known Quebec circuit owner; A. W. Perry, president and general manager of Empire-Universal, who introduced Paul Martin; George Ganetakos, president of United Amusements and one of Canada's leading theatre personages; Paul Nathanson, to whom the banquet was tendered; the Hon. Paul Martin, Minister of National Health and Welfare, who was the speaker of the evening; George Beeston, secretary-treasurer of Empire-Universal Films; and Alex Adilman, Consolidated Theatres.

In Production Now!

By JOHN FORD

IN TECHNICOLOR

THE QUIET MAN

STARRING

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

A REPUBLIC PICTURE

FOR RELEASE BY

Empire-Universal Films Ltd.

areas of action was a great demonstration of faith in the future and a lesson in courage. That is what was done by N. L. Nathanson, Paul Nathanson and O. R. Hanson. They soon reached out and brought A. W. (Alf) Perry to the organization as its general manager.

In 1943 N. L. Nathanson, to whom the Canadian motion picture industry owes more than it can pay with any tribute to his memory, passed on. In 1941 Oscar Hanson separated himself from Empire-Universal in favor of interests exclusively personal. Paul Nathanson, son of N. L., has occupied himself with guarding and developing his great interests outside the motion picture industry as well as in it.

Through these and other unpredictable manifestations of fate and fortune one man remained headed in the same direction—Alf Perry. And so it came about that executive power was joined with administrative power, the general manager becoming the president also. He and Paul Nathanson, the vice-president, evolve policy. He, as general manager, administers the policy. How well his aggressive personality and envied enterprise has affected his organization and personnel can be gathered from these words of tribute to them, reprinted from "Progress," the magazine of Universal-International:

"These Canadians of the film industry are a stalwart lot, capable of a superman-sized job — huskies who won't take whoa for an answer. Wherever there is business to be gotten, they stalk out into those great open spaces —and bag it. Constantly challenged by fresh frontiers and new horizons — they forge on against all odds with the firm will-to-succeed. These intrepid men have a way of pioneering their way through the most formidable and forbidding obstacles. There's stuff for a real saga in some of their selling exploits that extend into the deep wilderness."

Universal-International trusts its Canadian representation to Empire-Universal and has benefitted by the way our theatre operators through their use of its products, has proved the choice correct. Its way of saying so, as quoted above, reflects the impact of the Perry personality — as gusty, lusty and wide-ranging as Canada's Fair Domain—on his associates and associations.

Empire-Universal's 20th ANNIVERSARY

(Continued from Page 1)

WALTER KENNEDY

All Features, operated by the late Clarence Robson, was the company which was the first to have the benefit of Walter Kennedy's work. Later Walter joined the Exhibitors Distributing Company, then selling Mickey, which ran at the now-gone Grand Opera House, Toronto, for 16 weeks in 1918. Walter gave the first demonstration of his various talents by singing the theme song at every performance. Later he joined Canadian Educational Films.

In time Empire-Universal absorbed Canadian Educational lock, stock and Walter Kennedy. He no longer looks like the barrel, being much thinner now.

Walter has served the company in various capacities, his present one being head of publicity, advertising and promotion.

BUT INSEPARABLE from the history of Empire-Universal is the remarkable man who, in the course of a 27-year career, inspired the organization of Empire Films as one of the many motion picture enterprises which owe their existence or their important status to him. N. L. Nathanson, a newsboy in Minneapolis, came to Canada to work in amusement parks. From one Toronto theatre in 1916 he rose to the leading figure in Famous Players, then later in Odeon. To him more than any other single person or factor the Canadian motion picture industry owes its present stature and his importance in its history, in all probability, will never be surpassed.

At the time of his death a brief story of his life, entitled "He Had the Common Touch," was printed in this publication. Of the man and his work it had this to say:

"Nathanson, born in 1886, was inspired by the great upsurge that marked the United States and Canada at the turn of the century. People were pouring in from Europe to find equality and expression of their love of life in the free atmosphere of the North American continent. Science was beginning to come of age. Men had begun to look upward instead of in the distance. The last frontiers had long since been established.

"The continent was turning to frontiers of the imagination. The fight against time, distance and limited mediums of universal expression had begun. The automobile and the airplane promised to revitalize transportation. The motion picture gave promise of a great new world of information and enjoyment. Men such as the Balabans, the Allens, Zukor, Lasky, Laemmle and Nathanson were among the first to realize its possibilities.

"They looked into the tired faces of the people swept up in the noisy and drab industrial world. The pattern of American life was changing through the dynamic growth of the machine age. They saw the workshops that housed man's creative genius but places of recreation were pitifully few in number. But

(Continued on Page 12)

MARK PLOTTEL

The year 1930 saw Mark Plottel's entrance on the film and theatre scene as a salesman for Warner Bros. in Winnipeg. In 1934 he went to RKO as branch manager, was promoted to the Montreal branch in 1937 and to the Toronto one in 1940.

Mark joined Empire-Universal in 1946 as a special aide to A. W. Perry and is now manager of the Toronto branch.

HERBERT J. YATES

That the movie industry should have attracted so enterprising and able a man as Herbert Yates, who knows his way around the business world, is proof of its great promise for those courageous enough to challenge its uncharted future. You'll be interested in his description of the film industry, made to Business Week in 1945 on the occasion of Republic's tenth anniversary:

"The film industry is the most fabulous in the world. It operates in defiance of many recognized business principles. Motion picture operation may not be in accord with the sound business practice of other great industries, but this is because the movie industry is built on personalities, and usually individual interests come before corporate interests."

Herb Yates is that great American ideal, the self-made man. Son of an English couple who arrived in America with nothing but hope of a better future, he was born in their home near the Brooklyn waterfront. Too busy adding to the family income by the sale of newspapers and other means, Yates got little schooling and at 13 became an office boy with the American Tobacco Company. Twenty years later he retired from the tobacco business with a fortune.

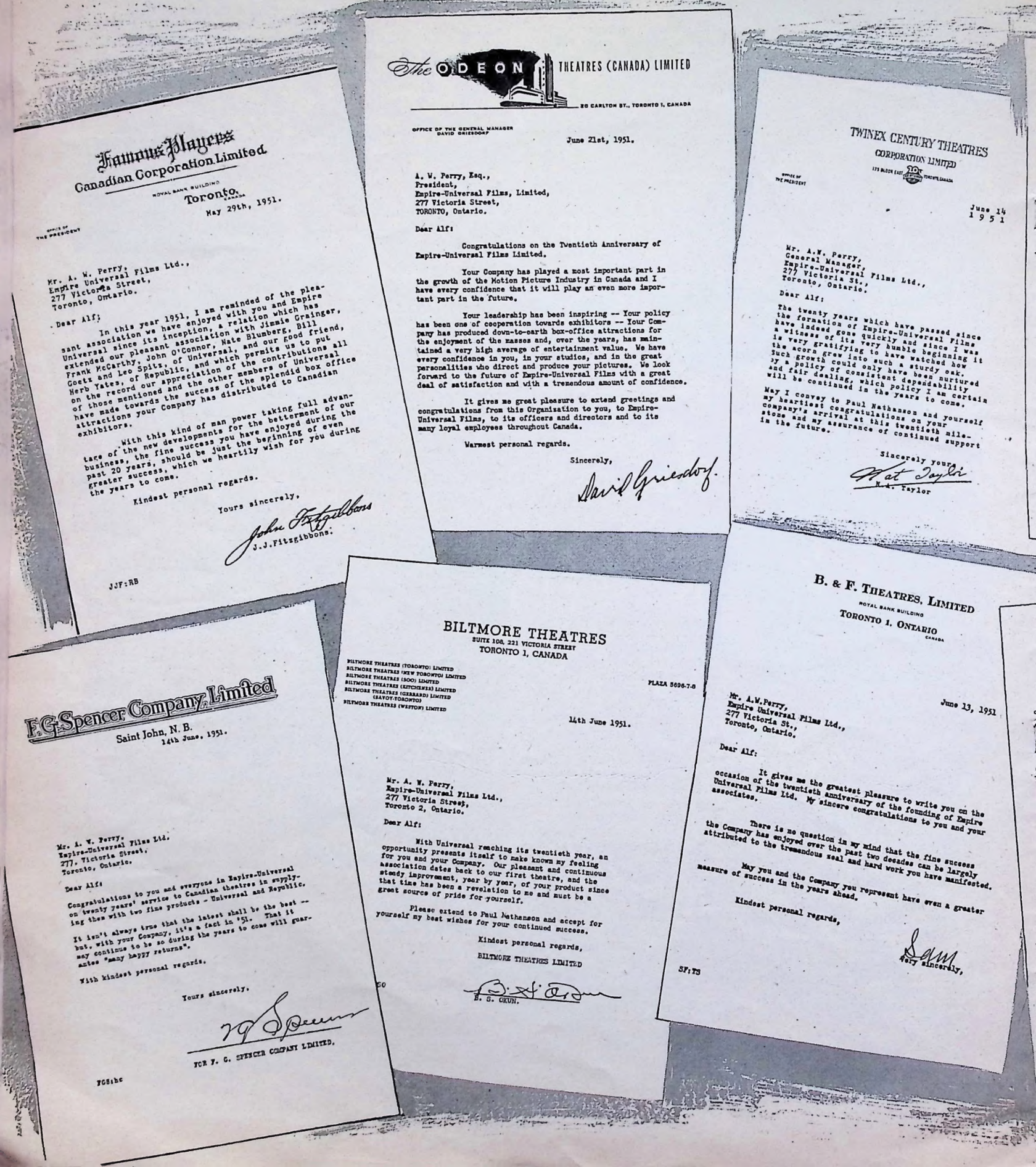
In 1918 he bankrolled Fatty Arbuckle and got a $100,000 profit out of a $55,000 loan. this caused him to look hard at the film business and led him into founding its leading lab, Consolidated Film Industries. Four small companies owed him $3,000,000 for work in 1934 and he induced them to merge and make fewer but better pictures. When the clash of individual interests prevented success Yates bought them out and founded Republic.

In a business with fewer

(Continued on Page 17)

Thank You

John Fitzgibbons, David Griesdorf, Nat Taylor, Fred Spencer, Ben Okun and Sam Fine



Famous Players
Canadian Corporation Limited
ROYAL BANK BUILDING
Toronto, CANADA

May 29th, 1951.

OFFICE OF THE PRESIDENT

Mr. A. W. Perry,
Empire Universal Films Ltd.,
277 Victoria Street,
Toronto, Ontario.

Dear Alf:

In this year 1951, I am reminded of the pleasant association we have enjoyed with you and Empire Universal since its inception, a relation which has extended our pleasant association with Jimmie Grainger, Frank McCarthy, John O'Connor, Nate Blumberg, Bill Goetz and Leo Spitz, of Universal, and our good friend, Herb Yates, of Republic, and which permits us to put on the record our appreciation of the contributions all of those mentioned and the other members of Universal have made towards the success of the splendid box office attractions your Company has distributed to Canadian exhibitors.

With this kind of man power taking full advantage of the new developments for the betterment of our business, the fine success you have enjoyed during the past 20 years, should be just the beginning of even greater success, which we heartily wish for you during the years to come.

Kindest personal regards.

Yours sincerely,

John Fitzgibbons.

J.J.Fitzgibbons.

JJF:RB

The ODEON THEATRES (CANADA) LIMITED
280 CARLTON ST., TORONTO 5, CANADA

OFFICE OF THE GENERAL MANAGER
DAVID GRIESDORF

June 21st, 1951.

A. W. Perry, Esq.,
President,
Empire-Universal Films, Limited,
277 Victoria Street,
TORONTO, Ontario.

Dear Alf:

Congratulations on the Twentieth Anniversary of Empire-Universal Films Limited.

Your Company has played a most important part in the growth of the Motion Picture Industry in Canada and I have every confidence that it will play an even more important part in the future.

Your leadership has been inspiring -- Your policy has been one of cooperation towards exhibitors -- Your Company has produced down-to-earth box-office attractions for the enjoyment of the masses and, over the years, has maintained a very high average of entertainment value. We have every confidence in you, in your studios, and in the great personalities who direct and produce your pictures. We look forward to the future of Empire-Universal Films with a great deal of satisfaction and with a tremendous amount of confidence.

It gives me great pleasure to extend greetings and congratulations from this Organization to you, to Empire-Universal Films, to its officers and directors and to its many loyal employees throughout Canada.

Warmest personal regards.

Sincerely,

David Griesdorf.

TWINEX CENTURY THEATRES
CORPORATION LIMITED
175 BLOOR EAST, TORONTO, CANADA
OFFICE OF THE PRESIDENT

June 14
1 9 5 1

Mr. A.W. Perry,
General Manager,
Empire-Universal Films Ltd.,
277 Victoria St.,
Toronto, Ontario.

Dear Alf:

The twenty years which have passed since the formation of Empire-Universal Films have indeed gone quickly and since I was a witness of its very humble beginning it is very gratifying to have watched how the acorn grew into such a sturdy oak. Such growth could only have been nurtured by a policy of consistent dependability and fair dealing, which policy I am certain will be continued in the years to come.

May I convey to Paul Nathanson and yourself my heartiest congratulations on your company's arrival at this twentieth milestone and my assurance of continued support in the future.

Sincerely yours,

Nat Taylor

N.L. Taylor

F. G. Spencer Company, Limited
Saint John, N. B.
14th June, 1951.

Mr. A. W. Perry,
Empire-Universal Films Ltd.,
277. Victoria Street,
Toronto, Ontario.

Dear Alf:

Congratulations to you and everyone in Empire-Universal on twenty years' service to Canadian theatres in supplying them with two fine products - Universal and Republic.

It isn't always true that the latest shall be the best -- but, with your Company, it's a fact in '51. That it may continue to be so during the years to come will guarantee "many happy returns".

With kindest personal regards.

Yours sincerely,

F. G. SPENCER COMPANY LIMITED.

FGS:hc

BILTMORE THEATRES
SUITE 108, 221 VICTORIA STREET
TORONTO 1, CANADA

BILTMORE THEATRES (TORONTO) LIMITED
BILTMORE THEATRES (NEW TORONTO) LIMITED
BILTMORE THEATRES (SOO) LIMITED
BILTMORE THEATRES (KITCHENER) LIMITED
BILTMORE THEATRES (GERRARD) LIMITED
(SAVOY-TORONTO)
BILTMORE THEATRES (WESTON) LIMITED

PLAZA 3696-7-8

14th June 1951.

Mr. A. W. Perry,
Empire-Universal Films Ltd.,
277 Victoria Street,
Toronto 2, Ontario.

Dear Alf:

With Universal reaching its twentieth year, an opportunity presents itself to make known my feeling for you and your Company. Our pleasant and continuous association dates back to our first theatre, and the steady improvement, year by year, of your product since that time has been a revelation to me and must be a great source of pride for yourself.

Please extend to Paul Nathanson and accept for yourself my best wishes for your continued success.

Kindest personal regards,

BILTMORE THEATRES LIMITED

B. G. OKUN.

B. & F. THEATRES, LIMITED
ROYAL BANK BUILDING
TORONTO 1, ONTARIO
CANADA

June 13, 1951

Mr. A.W.Perry,
Empire Universal Films Ltd.,
277 Victoria St.,
Toronto, Ontario.

Dear Alf:

It gives me the greatest pleasure to write you on the occasion of the twentieth anniversary of the founding of Empire Universal Films Ltd. My sincere congratulations to you and your associates.

There is no question in my mind that the fine success the Company has enjoyed over the past two decades can be largely attributed to the tremendous zeal and hard work you have manifested.

May you and the Company you represent have even a greater measure of success in the years ahead.

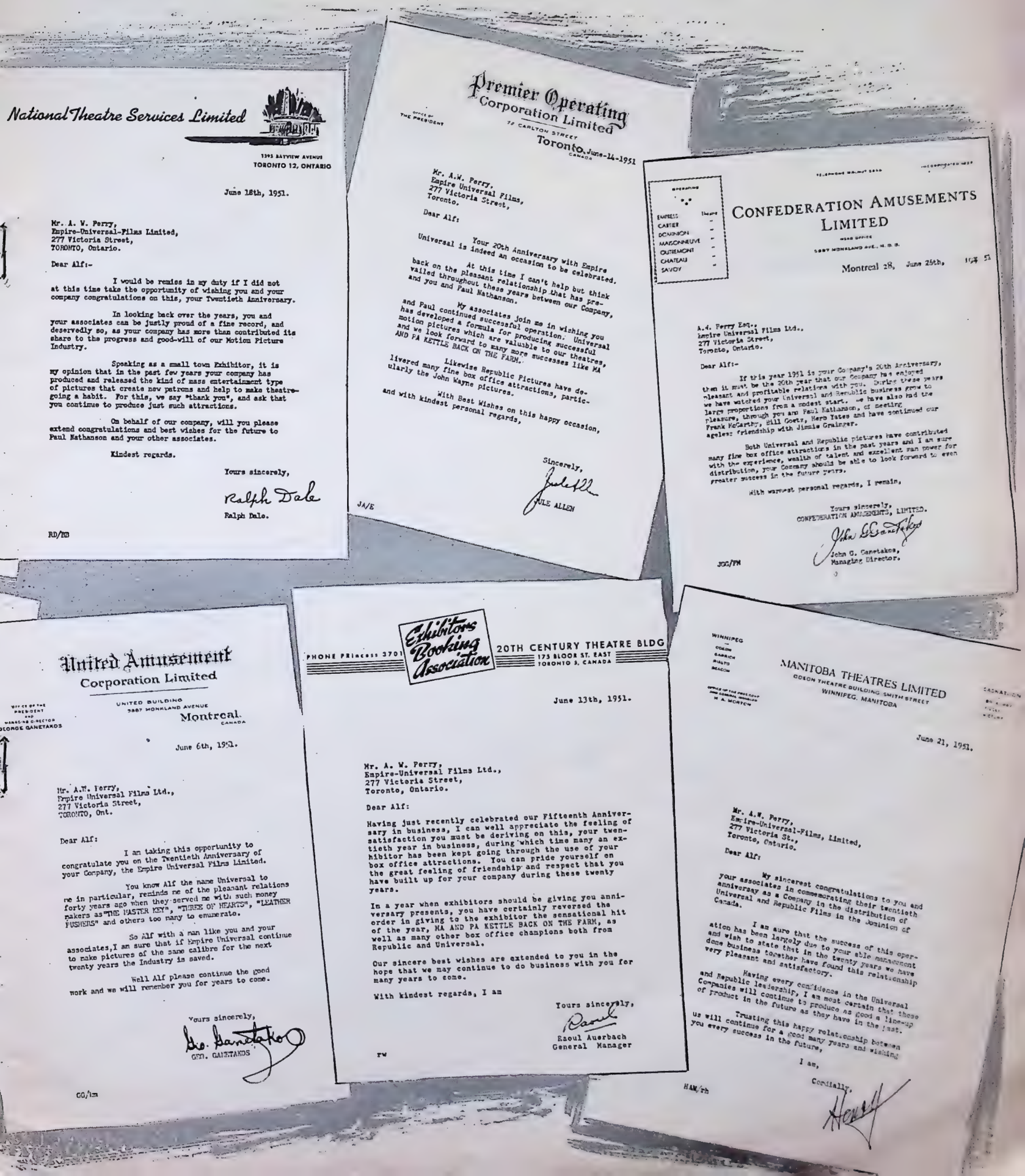
Kindest personal regards,

Very sincerely,

SF:TS

Thank You

Jule Allen, George Ganetakos, Raoul Auerbach, Ralph Dale, John Ganetakos and Henry Morton



National Theatre Services Limited
1393 BAYVIEW AVENUE
TORONTO 12, ONTARIO

June 18th, 1951.

Mr. A. W. Perry,
Empire-Universal-Films Limited,
277 Victoria Street,
TORONTO, Ontario.

Dear Alf:-

I would be remiss in my duty if I did not at this time take the opportunity of wishing you and your company congratulations on this, your Twentieth Anniversary.

In looking back over the years, you and your associates can be justly proud of a fine record, and deservedly so, as your company has more than contributed its share to the progress and good-will of our Motion Picture Industry.

Speaking as a small town Exhibitor, it is my opinion that in the past few years your company has produced and released the kind of mass entertainment type of pictures that create new patrons and help to make theatre-going a habit. For this, we say "thank you", and ask that you continue to produce just such attractions.

On behalf of our company, will you please extend congratulations and best wishes for the future to Paul Nathanson and your other associates.

Kindest regards.

Yours sincerely,

Ralph Dale

Ralph Dale.

RD/KM

Premier Operating Corporation Limited
OFFICE OF THE PRESIDENT
72 CARLTON STREET
Toronto, CANADA
June-14-1951

Mr. A.W. Perry,
Empire Universal Films,
277 Victoria Street,
Toronto.

Dear Alf:

Your 20th Anniversary with Empire Universal is indeed an occasion to be celebrated.

At this time I can't help but think back on the pleasant relationship that has prevailed throughout these years between our Company, and you and Paul Nathanson.

My associates join me in wishing you and Paul continued successful operation. Universal has developed a formula for producing successful motion pictures which are valuable to our theatres, and we look forward to many more successes like MA AND PA KETTLE BACK ON THE FARM.

Likewise Republic Pictures have delivered many fine box office attractions, particularly the John Wayne pictures.

With Best Wishes on this happy occasion, and with kindest personal regards,

Sincerely,

JULE ALLEN

JA/E

OPERATING
EMPRESS Theatre
CARTIER "
DOMINION "
MAISONNEUVE "
OUTREMONT "
CHATEAU "
SAVOY "

CONFEDERATION AMUSEMENTS LIMITED
HEAD OFFICE
5887 MONKLAND AVE., MONTREAL

Montreal 28, June 25th, 1951

A.W. Perry Esq.,
Empire Universal Films Ltd.,
277 Victoria Street,
Toronto, Ontario.

Dear Alf:-

If this year 1951 is your Company's 20th Anniversary, then it must be the 20th year that our Company has enjoyed pleasant and profitable relations with you. During these years we have watched your Universal and Republic business grow to large proportions from a modest start. We have also had the pleasure, through you and Paul Nathanson, of meeting Frank McCarthy, Bill Goetz, Mere Yates and have continued our ageless friendship with Jimmie Grainger.

Both Universal and Republic pictures have contributed many fine box office attractions in the past years and I am sure with the experience, wealth of talent and excellent man power for distribution, your Company should be able to look forward to even greater success in the future years.

With warmest personal regards, I remain,

Yours sincerely,
CONFEDERATION AMUSEMENTS, LIMITED.

John G. Ganetakos,
Managing Director.

JGG/FM

United Amusement Corporation Limited
OFFICE OF THE PRESIDENT AND MANAGING DIRECTOR
GEORGE GANETAKOS
UNITED BUILDING
5887 MONKLAND AVENUE
Montreal, CANADA

June 6th, 1951.

Mr. A.W. Perry,
Empire Universal Films Ltd.,
277 Victoria Street,
TORONTO, Ont.

Dear Alf:

I am taking this opportunity to congratulate you on the Twentieth Anniversary of your Company, the Empire Universal Films Limited.

You know Alf the name Universal to me in particular, reminds me of the pleasant relations forty years ago when they served me with such money makers as "THE MASTER KEY", "THREE OF HEARTS", "LEATHER PUSHERS" and others too many to enumerate.

So Alf with a man like you and your associates, I am sure that if Empire Universal continue to make pictures of the same calibre for the next twenty years the Industry is saved.

Well Alf please continue the good work and we will remember you for years to come.

Yours sincerely,

GEO. GANETAKOS

GG/hm

Exhibitors Booking Association
PHONE PRincess 3701
20TH CENTURY THEATRE BLDG
173 BLOOR ST. EAST
TORONTO 5, CANADA

June 13th, 1951.

Mr. A. W. Perry,
Empire-Universal Films Ltd.,
277 Victoria Street,
Toronto, Ontario.

Dear Alf:

Having just recently celebrated our Fifteenth Anniversary in business, I can well appreciate the feeling of satisfaction you must be deriving on this, your twentieth year in business, during which time many an exhibitor has been kept going through the use of your box office attractions. You can pride yourself on the great feeling of friendship and respect that you have built up for your company during these twenty years.

In a year when exhibitors should be giving you anniversary presents, you have certainly reversed the order in giving to the exhibitor the sensational hit of the year, MA AND PA KETTLE BACK ON THE FARM, as well as many other box office champions both from Republic and Universal.

Our sincere best wishes are extended to you in the hope that we may continue to do business with you for many years to come.

With kindest regards, I am

Yours sincerely,

Raoul Auerbach
General Manager

rw

WINNIPEG
ODEON
GARRICK
RIALTO
BEACON

MANITOBA THEATRES LIMITED
ODEON THEATRE BUILDING, SMITH STREET
WINNIPEG, MANITOBA

June 21, 1951.

Mr. A.W. Perry,
Empire-Universal-Films, Limited,
277 Victoria St.,
Toronto, Ontario.

Dear Alf:

My sincerest congratulations to you and your associates in commemorating their twentieth anniversary as a Company in the distribution of Universal and Republic Films in the Dominion of Canada.

I am sure that the success of this operation has been largely due to your able management and wish to state that in the twenty years we have done business together have found this relationship very pleasant and satisfactory.

Having every confidence in the Universal and Republic leadership, I am most certain that these Companies will continue to produce as good a lineup of product in the future as they have in the past.

Trusting this happy relationship between us will continue for a good many years and wishing you every success in the future,

I am,

Cordially,

HAM/rb

JOE GARFIN

Although the film trade career of Joe Garfin, Calgary branch manager for Empire-Universal Films, is by no means an unbroken one, he has never served with any other company. In 1936-37 he worked for the company, then left to operate the Midway Theatre, Rosedale. In 1939 he again worked for the company, left in 1943 to join his brother in the operation of a business at Dawson Creek, BC, then returned later that year.

In 1947 Joe was made manager of the Calgary branch, then was given a year's leave because of illness. In 1948 he returned to the same position. All his absences have been with the permission of the company.

Empire-Universal's 20th ANNIVERSARY

(Continued from Page 9)

one new medium of entertainment had been revealed. That was the motion picture.

"It was the day of vast and daring individual enterprise, of great commercial conquest. Hearst, Morgan and Carnegie were followed by Rockefeller and Ford. These set the mark in the business world and those who came after aimed at it. The pioneers of the motion picture world acted under that influence.

"The others began the realization of their ambition from wherever they stood. Nathanson stood in Canada and saw a fertile field for the motion picture here. He joined with some, fought with others. He was not alone in vision and daring, nor the first. But he was the one who emerged.

"Today the Dominion is dotted with motion picture theatres of every size and type. Nathanson erected many and shared others. Those established independently can be said to have grown out of his early faith in motion picture entertainment."

The beginnings of Empire-Universal are indeed enviable. They were part of the story of the man who is the leading figure in the history of our industry.

EMPIRE-UNIVERSAL FILMS is a name which represents many names in our industry. Some of these names shone brightly years ago, then dimmed and finally disappeared. Those who controlled them went on to other important activities under new names and in a number of cases returned to Empire association in Canada. A name that grew to its outstanding position from a small beginning, during which it was an Empire affiliate is that of Republic. A name that brought greatness with it to Empire is that of Universal.

In the beginning Empire absorbed Ideal Pictures Limited, taking over offices in Toronto, Montreal and St. John with their personnels. It then opened new branches in Winnipeg, Calgary and Vancouver.

At the time of Empire's organization it spoke for Majestic Pictures Corporation, Mayfair Pictures Corporation, British International Pictures Corporation and Associated British Pictures. In the course of time it came to represent Canadian Educational Films, Monogram Pictures, Gaumont British Corporation and many others.

Then in 1937 came the greatest step upward yet — a step which led to changing the name of the company. In August of that year it acquired the valued franchise for the distribution of the product of Universal Pictures Company.

It was more than a mere transfer of films. Universal had its own exchange system under the late Clair Hague. He and his staff went with the assets and offices. Clair, a leader and pioneer, became Universal's representative in the Empire-Universal organization. Genial, helpful, resourceful and kindly, he took with him the personal appreciation developed in the trade and the prestige of the producer he had represented so well for so long. He passed on in February, 1945, and few men have been so mourned. Dorothy Smith, who joined Universal in 1929 and was Clair's secretary, was appointed to fill the vacancy.

The policy of Empire-Universal is the same as that of any other company — but the practice is that of service, profit or no. Labrador, the Yukon Territories and other names that bring with them pictures of rugged pioneering and frontier life are just accounts on the company's books. No place, no matter how remote or how small, is without Empire-Universal films if it wants them. Empire-Universal, Canadian owned, accepted an obligation to cover this country and that it is doing as part of its share of the work that will aid our development and increase the value of our enterprises.

Where 35 mm. film is not practicable Sovereign Films, under Alex Metcalfe, exists to meet the need. Where English-language films are not acceptable there is Productions Films Francaises Deluxe, Inc., which offers French dubs of Republic and Universal-International films, as well as originals from France.

Broad, comprehensive, complete — that's Empire-Universal Films. Its 20 years of progress and prosperity have meant just as much to the industry as it has to its own fortunes. And you can bet it will hold the same leadership in the industry of tomorrow.

Wills Booked For U-I 'Bronco Buster'

Chill Wills, who has become famous as the voice of Universal-International's talking mule, Francis, has been signed by the studio for one of the leading roles in the Technicolor film Bronco-Buster, which stars John Lund and Brady and is instrumental in bringing them together after they have a falling out.

U-I Building Kennedy Into Big BO Bracket

Arthur Kennedy, star of Universal-International's widely heralded Bright Victory, will return to the studio to appear with James Stewart in Bend of the Snake as his second film on his one-picture-a-year contract.

Bend of the Snake, adapted from William Gulick's popular novel, will be filmed largely in its natural setting in Snake River country in the Northwest as one of U-I's biggest outdoor pictures for 1951.

Production is slated to start soon.

MICKEY ISMAN is one of the best known and best liked men in the movie business—and you'll never get an argument on that. He is the Eastern District manager of Empire-Universal, with offices in Montreal.

His first love was exhibition and in 1925 he operated two theatres, one in Dauphin, Manitoba, and the other in Le Pas. In Le Pas he also conducted a business which bought and sold raw furs. In this connection he ran three trading posts and this won him "The Trapper" as a nickname in the theatre trade.

The fur business went badly—so much so that Mickey got rid of the theatres too and became Winnipeg branch manager for First National Pictures. When that firm was absorbed by Warners Mickey resigned, returned to Le Pas and organized the Northland Theatres Limited. He served as vice-president and general manager for two years and left when the depression came.

So in 1932 Mickey went back into distribution and worked all through Western Canada as a special sales representative, then became a branch manager in Saint John and Montreal—these business adventures being in behalf of two companies.

In 1940 he joined Empire-Universal Films as branch manager in Montreal and in 1945 was promoted to assistant general sales manager, moving to Toronto. Five years later he was back in Montreal as Eastern District manager.

M. J. ISMAN

U-I Signs Actress

Virginia Field has been signed by Universal-International for one of the leading roles with Van Heflin and Patricia Neal in Weekend With Father.

Colorful Debut For 'Mark of Renegade'

A gala world premiere of Universal-International's Mark of the Renegade, Technicolor production starring Ricardo Montalban and Cyd Charisse, was held at the United Artists Theatre in downtown Los Angeles recently, under the auspices of Salvadore Dunhart, Mexican consul-general.

The premiere will be a charity affair, with all proceeds going to Los Angeles Mexican charities designated by the Mexican consulate general.

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FRANCIS Sez:

THE HOTTEST TIP OF THE YEAR...

AL DAFF

Alfred Edward Daff, executive vice-president of Universal-International in charge of distribution, worked his way toward head office in New York from our Commonwealth sister, Australia. Born in Melbourne, he started as an office boy, became a night assistant projectionist, switched to ad-sales, went on to be a booker and then a salesman.

He joined Universal in 1920 and from then until he got to New York in 1942 had served in various regions of Hell's Half Acre—or the Far East. Universal's Japanese subsidiaries were among his responsibilities. It is no wonder that the rugged competition of the North American film and theatre world impressed him so little that he moved on and up.

Sochin Named Aide To U-I's Feldman

The promotion of Irving Sochin to the newly-created post of assistant to Charles J. Feldman, domestic sales manager of Universal Pictures Company, Inc., was announced recently.

Sochin has been a member of the Universal home office sales cabinet for the past year and one half as head of the U-I Special Films Division.

Sochin is a veteran of more than 13 years in the distribution branch of the motion picture industry. He started with United Artists as a salesman in West Virginia in 1938. Other posts he held include salesman and sales manager for 20th Century-Fox in Cincinnati, branch manager for the same company in Indianapolis and general manager of the Theatre Owners Corp. of Cincinnati, a booking and buying service. He was Universal branch manager in Cincinnati, a booking and buying service. He was Universal branch manager in Cincinnati prior to his being promoted to the post of sales head.

FORTY-ONE FIRST-CLASS FEATURES FROM U-I

THE PRODUCT is the payoff. Any film or theatre man will tell you that. When the battle of the plug and the tieup is almost over, the hour of decision is at hand. The film is in the theatre. Will it stay there and do most of its own work? That is, has it got staying power?

It has—if it comes from Universal-International, is the claim. for its films are made of tried-and-true ingredients. It stands a great chance to stay right there if planned production is what counts.

U-I will have 41 pictures—15 specials and 26 in other groups. Technicolor predominates in the program. There are Ma and Pa Kettles, Abbott & Costellos, Francis' and other pictures with an almost guaranteed return.

HERE are the specials:

Ma and Pa Kettle, with Marjorie Main and Percy Kilbride; Bright Victory, with Arthur Kennedy and Peggy Dow; Francis Goes to the Races, with Donald O'Connor and Piper Laurie; Flame of Araby (Technicolor), with Maureen O'Hara and Jeff Chandler; It's a Man's World, starring James Stewart and Arthur Kennedy; Little Egypt (Technicolor), with Mark Stevens and Rhonda Fleming; Lady From Texas, starring Howard Duff and Mona Freeman; The Cave (Technicolor), with MacDonald Carey and Alexis Smith; Golden Horde (Technicolor), with Ann Blyth and David Farrar; Cimarron Kid (Technicolor), Audie Murphy and Beverley Tyler; Treasure of Franchard (Technicolor), with William Powell and Solia Adams; Battle of Apache Pass (Technicolor), starring Jeff Chandler, Betty Tyler and John Lund; Great Companions (Technicolor); Against All Flags (Technicolor); and Son of Ali Baba (Technicolor), Tony Curtis and Piper Laurie.

THE films in the other groups number 26. They are:

Cattle Drive (Technicolor), with Joel McCrea and Dean Stockwell; One Never Knows, with Dick Powell and Peggy Dow; The Lady Pays Off, with Linda Darnell; Oh Baby; Meet Danny Wilson, with Frank Sinatra and Shelley Winters; Red Ball Express; Raging Tide, with Shelley Winters and Richard Conte; Finders Keepers (Technicolor); West of the Rockies (Technicolor); Bronco Busters (Technicolor), starring John Lund; Weekend With Father, with Van Heflin and Patricia Neal; The Door, with Charles Laughton and Boris Karloff; Husband for Mama; White Sheep; All American; Sourdoughs; Here Come the Nelsons, with Ozzie and Harriet Nelson; East of the Pacific; Hear No Evil; Pantang (Technicolor); Comin' Round the Mountain, with Abbott & Costello; Abbott & Costello (untitled); Last Punch; Reunion in Reno, with Mark Stevens and Peggy Dow; My True Love; and Whip Hand (Technicolor).

HERBERT S. MATHER

In 1930 Herb joined United Amusements in Montreal and by October, 1938, his business travels had brought him to Empire-Universal as an assistant booker. In 1939 he switched to selling and in 1945 succeeded Mickey Isman as Montreal branch manager.

Mathers went to Saint John as branch manager in June 1947, came back to Montreal in September, 1948, to take charge of the French Department, and in July, 1949, was transferred to Toronto as manager of the Playdate and Contract Department.

F. J. A. McCARTHY

There are a number of McCarthys in the film industry but the one Canada likes best is Universal's Frank, a mild and friendly man with a warm smile. Now Southern & Canadian sales manager, Frank served with half-dozen top companies before settling down with Universal quite a few years ago and he is here frequently in its behalf.

U-I Aims At Big New Moneymaking Series

Ozzie Nelson and Harriet Hilliard have been signed by Universal-International to portray themselves on the screen in a picture based on The Adventures of Ozzie and Harriet, one of the top American Broadcasting Company network radio shows for the past seven years. This will be the first screen appearance of Ozzie and Harriet together since they inaugurated in 1944, the radio show dealing with the hilarious domestic adventures of themselves and their family.

USA-UK Festival Winner To USA

British exhibitors sparked by J. Arthur Rank's Odeon and Gaumont Theatres, launched a country-wide talent search and have selected Britain's "Festival Girl," who will visit the United States and other countries throughout the world in connection with the current Festival of Britain.

The girl, who was selected at national finals held at the Odeon Theatre in London on June 29th, will be entertained as an "ambassadress from Britain" in the USA and the other countries she will visit during a four week flying tour. She will be specially outfitted by England's famous fashion experts.

Republic is happy to announce for early Fall release

ERROL FLYNN
Micheline Prelle

in

ADVENTURES of CAPTAIN FABIAN

JUDY
CANOVA

in

HONEYCHILE

JAMES MASON
JUNE HAVOC

in

A LADY POSSESSED

WENDELL COREY
VERA RALSTON

in

THE WILD BLUE YONDER

THE PRODUCT IS ALWAYS THE PAYOFF

YATES, GRAINGER & CREW SHOW THEY KNOW THAT WELL

CONFIDENCE inspired by faith in the future of this great industry is motivating Republic in the presentation of its 1951-52 program, the most ambitious in its entire history," it was stated by President Herbert J. Yates. In commenting on the continuous decline in theatre receipts for the past fifteen months, Yates stated that motion picture theatres have withstood the onslaught of many competitors. "Recent exhibitor and distributor campaigns for selling the public have begun to achieve results," and, in his opinion, this selling will stimulate the public's desire to attend theatres during the months directly ahead.

The company's 1951-52 program will consist of 34 features, 16 westerns and 12 western revivals, and four serials. The feature product will be headed by 15 productions in the Deluxe Group, with top star and production talent and outstanding story material. John Wayne, Errol Flynn, Maureen O'Hara, Micheline Prelle, James Mason, June Havoc, Wendell Corey, Barry Fitzgerald, Vera Ralston, Forrest Tucker, Rod Cameron, Adele Mara, Phil Harris, Adrian Booth, Chill Wills, Victor McLaglen, Mildred Natwick, Ward Bond, Vincent Price, Agnes Moorehead, Stan Laurel and Oliver Hardy are among the boxoffice stars in the Deluxe roster. Noted producer-director John Ford, three-time Academy Award winner, heads the roster of production talent, which includes Producer-Director Allan Dwan, Associate Producer-Director Joseph Kane, Producer-Director William Marshall, John Wayne and James Mason. Among the famous authors whose work will be translated to the screen are Richard Tregaskis, Bob Considine, Garland Roark, Luke Short, Bill Gulick, Pamela Kellino and Martha Cheavens.

TWO JUDY CANOVA productions in Trucolor 3-Color make up the Peerless Group, which will star this beloved comedienne and a group of popular funmakers. The first film marking the return of Judy Canova to the screen also marks the introduction of the company's new Trucolor 3-Color, the culmination of many years of color research which Yates reports has resulted in "the finest color ever made."

The Musical Comedy Group includes three special productions starring Estelita, "The Toast of Pan America," in which fast-paced comedy and action are blended with music and Latin flavor.

The New Master Group consists of three special exploitation pictures produced in various parts of the world, with locales of special topical and entertainment interest, as well as unusual talent to augment outstanding Hollywood casts.

Ten variety and special productions highlighting action and adventure make up the balance of the feature program.

The Western program is highlighted by eight Paramount productions starring Rex Allen, who will continue to be backed by a widespread promotion campaign, including personal appearances in theatres throughout the continent. Edward J. White will be Associate Producer of the Rex Allen pictures, which will be directed by William Witney. The team has been responsible for more than 50 successful outdoor pictures on the Republic lot.

Two new Premiere Productions starring Roy Rogers and Trigger and casts of western favorites are supplemented by 12 Roy Rogers Revivals, including outstanding releases of the cowboy star.

Six westerns in the Famous Group will star Allan "Rocky" Lane and his stallion Black Jack; while four serials, offering 52 weeks of chapter-play entertainment, complete the 1951-52 schedule.

Special Republic UK Trade Paper Issues

Republic opened Republic House in London recently with Herbert Yates, John Wayne there.

A most interesting part of the celebration was that of the British trade press. Daily Film Renter issued a 100-page paper for the occasion and To-Day's Cinema came out with one of 108 pages.

Yates

(Continued from Page 9)

"recognized principles" a man with a feeling for the ordinary man's idea of enjoyment and a fine instinct for the right direction is to be cherished. These qualities of character in Herb Yates led to a long succession of films that kept most exhibitors happily busy. In time the budgets were increased and the films made with them went into top playing time—but always they retained the simple, actionful character that mark all Republic films and have the widest appeal.

JIMMY GRAINGER has been with Republic for 13 of its 16 years. When he chose to go along with Herbert Yates he had real service stripes—Edison, Talking Pictures, Ince, Fox, Neilan, Famous Players-Lasky, Goldwyn and Universal. In 1945 this paper carried a biography of Uncle Jimmy, who is president and general sales manager of Republic. As "an old Canada hand," his visits seem to bring a bit of a holiday mood to Toronto's film-theatre community, so warm is the welcome and so happy is he to receive it.

Let us quote the biography further:

"A showman since he was eye-high to a theatre chair, his personality reflects the ever-youthful and universal nature of the amusement industry. He is in the richest sense of the phrase, a showman's showman.

"He is also an American's idea of an American and could easily pass, among strangers on this side of the undefended

JAMES R. GRAINGER

border, as a Canadian's idea of a Canadian. Jimmy's manner is a mixture of the rural and urban, perhaps like a small town mayor with a big city education, at once ingenuous and ingenious. He is, with Canadian or American flavor, a true cosmopolite."

PERRY WRIGHT

G. P. Wright is another whose entire career in films has been with Empire-Universal, which he joined in March, 1936, as a poster clerk in the Toronto branch. Early in 1937 he became booker of Educational shorts and was promoted to feature booker with the acquisition of Universal product.

In 1939 he doubled as a feature booker and city salesman and in 1940 was made manager of the Contract and Playdate Department. After returning to the Toronto branch in 1942 as office manager Perry received leave of absence to enlist in the RCAF.

He graduated as a Navigator, spent two years overseas and returned to the Toronto branch in the fall of 1945 as office manager. In May, 1948, he was promoted to the management of the Vancouver branch, where he is now.

Emp-U Releases ASN Canadian Cameos

Associated Screen News, which prints Republic positives for Empire-Universal, also maintains a production division. Its short subject series, Canadian Cameos, are distributed by Emp-U. The latest, Spotlight No. 2, has four subjects.

Schiller In England For Discussions

Albert E. Schiller, manager of Republic branch operations, flew to England recently for discussions with C. Bruce Newbery, managing director of the recently organized Republic Pictures International of Great Britain and Eire, and visits to branches of the new distribution set-up.

Schiller expects to return to New York in several weeks.

JACK BELLAMY

Jack is the Saint John, NB branch manager of Empire-Universal, a post he has held since March, 1950. He came into the industry in 1934 as a shipping clerk with another company and became a salesman in 1941. He has been connected with a number of companies. His service with the Irish Regiment, in which he enlisted in 1943, upset his continuity of work in the film trade.

Says Ben:

The following communication arrived from Ben Freedman, president of Allied Theatres, Toronto, too late for inclusion among those on pages 10 and 11 of this edition.

Dear Alf:

I understand that you and your company are about to celebrate your twentieth anniversary. It is more than just a pleasure, it is a privilege to congratulate and send my best wishes to a guy that I have known as long as I have known you — one who is a credit to our business.

At this time I would like, in behalf of my associates and myself, to sincerely wish that you enjoy continued good health and prosperity, and may you and your company continue to go from strength to strength.

World Movie Theatres

The recent world survey of theatres issued by the USA Department of Commerce through Nathan D. Golden has many interesting facts about exhibition in various parts of the world. Part of the survey was printed earlier in these columns and we now add more detailed statistics. Canada's position in the theatre in relationship to the rest of the world can be gathered by a study of the following:

There were an estimated 99,617 motion picture theatres in operation in more than 120 countries and territories throughout the world on January 1, 1951, an increase of 8,008 units, or over eight per cent more than the 1949 estimated total of 91,609. Seating capacity as of January 1, 1951, existed for 54,107,150 persons, compared with 49,119,691, the total reported on January 1, 1949.

The largest increase in the number of theatres during the two-year period came in Europe, where 1,908 more theatres were reported in operation in 1951 than in 1949. The only drop noted was in the Atlantic Islands, where 14 fewer theatres were reported to be in operation. The largest gain, percentagewise, took place in the Far East which registered an advance of 24.7 per cent over the 1949 figure. This advance was almost entirely due to the expansion of theatre facilities in Japan, where there were 943 more theatres reported in 1951 than in 1949.

Although it is true that part of this increase represents revisions brought about by receiving more accurate data, a large part represents new theatres constructed and opened during the past two years. In Italy and Canada there has been a notable building boom in the field of motion picture theatres. In other countries throughout the world a number of new modern theatres also have been opened.

Indicative of the broad coverage of motion picture theatre facilities throughout the world, it is estimated that the percentage of theatre seats to the world's population is one seat for every 44 people. In 1949 a survey estimated that there was one seat for every 46 people in the world. Based on population statistics contained in the World Almanac the ratio of theatre seats to population in the United States is one seat for every ten people. In the United Kingdom the ratio is one to 12, in France it is one to 17, in Italy one to 13, while for all of Europe the average is one theatre seat to every 21 people.

Probably the most complete theatre coverage is available in Australia and New Zealand, where there is an average of one seat for every seven people. In Canada, where there has been a theatre building boom during the past two years, the ratio of seats to population was one to 13 in 1951 compared to one to 15 in 1949. In South America this ratio is one theatre seat for every 29 people.

On January 1, 1951, there were 53,659 theatres in operation in Europe with a total seating capacity of 25,389,424, as compared with 51,751 theatres and 23,943,799 seats in 1949. During the past two years notable increases have been made in the number of theatres in Italy, Germany, Spain, and Austria. No accurate current data are available on theatres in the Soviet Union and certain of its satellite countries, but it is believed that there has probably been increases in these areas also.

U-I's 'Bronco Buster'

Peggy Dow will have the feminine lead opposite John Lund and Scott Brady in U-I's Technicolor Bronco Buster.

CECIL BLACK

Cecil rejoined Empire-Universal in June as special representative for Western Canada. He became associated with Empire Films in 1935 and was with the company, with the exception of a period when he enlisted in the Royal Canadian Army, until his resignation to embark on a private venture. During that time he held various posts, including that of Calgary branch manager.

While away from the company he was for a time connected with the Selznick Releasing Organization and with the North Main Drive-in in Winnipeg.

I. W. BLANKSTEIN

Winnipeg branch manager of Empire-Universal Films since 1944, Wolf Blankstein started in the industry with Regal Films in 1922. His business record includes selling for Pathe out of Winnipeg and Toronto, MGM salesman in Winnipeg and branch manager in Calgary. He became Calgary branch manager of Empire-Universal early in 1938, going to Winnipeg from that post.

Pat Neal-Van Heflin New Starring Team

Patricia Neal has been signed by Universal-International to co-star with Van Heflin in Week-End With Father, one of the most important comedies on the studio's schedule for this year.

Miss Neal, currently playing one of the starring roles in The Day the Earth Stood Still at 20th Century-Fox, will report to Universal-International as soon as she completes her present assignment.

New 'Francis' Yarn In Preparation

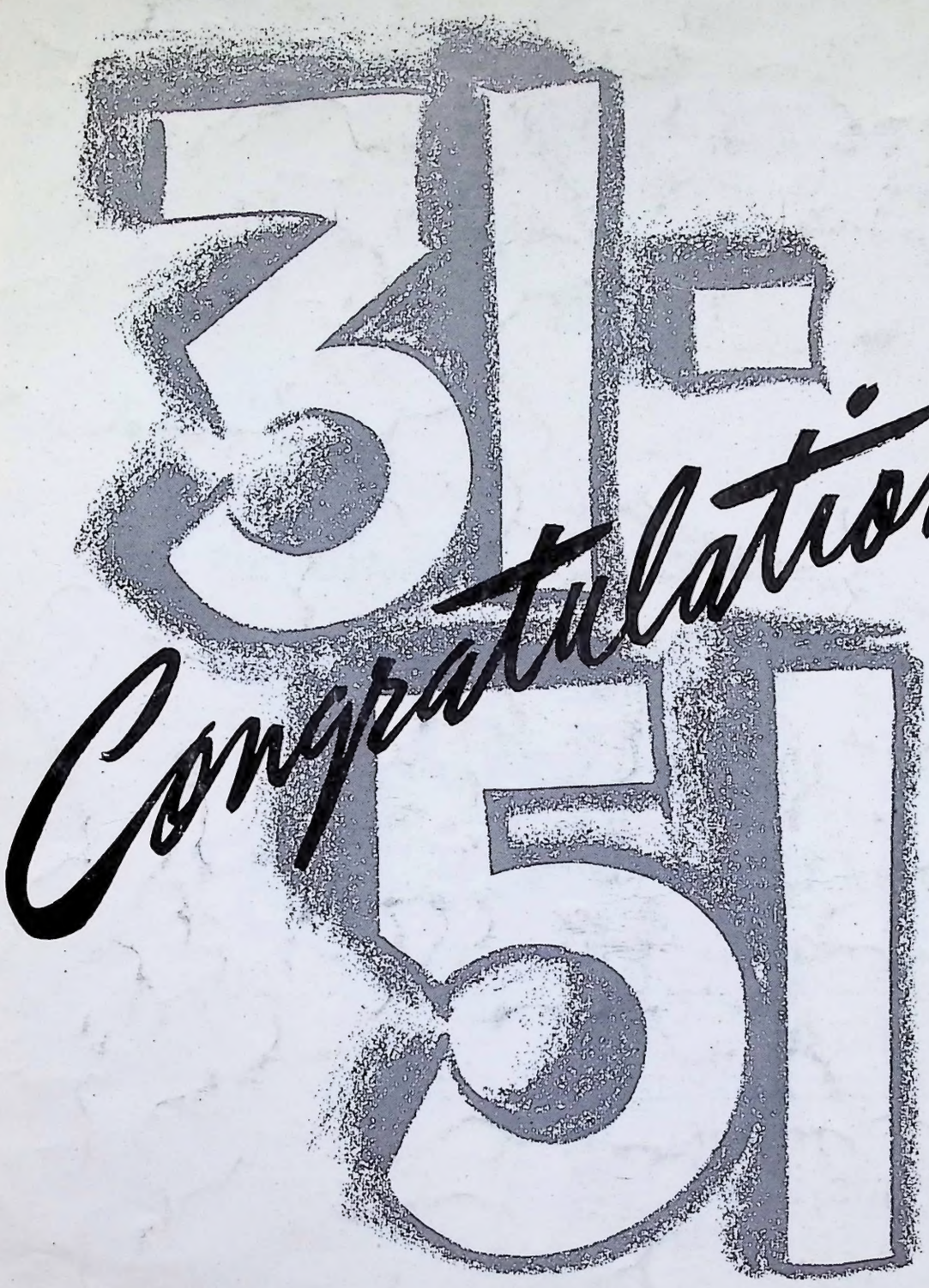
Francis Covers the Big Town has been set by Universal-International as the next picture in the studio's highly successful series based on its famous talking mule character created by David Stern.

Donald O'Connor again will star in the picture, playing the role of a cub reporter on a New York newspaper who becomes one of the top reporters in the city through information furnished him by his mule pal. Chill Wills also has been set to again be the voice of Francis.

Arthur Lubin, who directed the previous Francis comedies, has been signed to direct Francis Covers the Big Town. He has checked into the studio and the picture goes before the cameras in August with Leonard Goldstein producing. Oscar Brodney wrote the screenplay.

Universal-International salutes the men and women of Empire-Universal whose devoted and unflagging efforts through two decades have been a source of gratification and inspiration to all of us in the parent company

**Optimism is the word around U-I*



. . . and sincere
good wishes to
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and to
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on the occasion
of their
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CELEBRATION

may they celebrate many, many more!

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